

Claims

What is claimed is:

1. A method for selecting an address for content based on location, the method comprising:
 - a. determining a location of a mobile terminal; and
 - b. identifying a plurality of addresses for content based on the location of the mobile terminal wherein each of the plurality of addresses correlates to a unique location.
2. The method of claim 1 wherein unique content is associated with each of the plurality of addresses.
3. The method of claim 1 wherein the same content is associated with each of the plurality of addresses.
4. The method of claim 1 further comprising effecting delivery of the address to the mobile terminal to allow the mobile terminal to request content using the address.
5. The method of claim 4 wherein the address is delivered to the mobile terminal via one of the group consisting of email, short message service (SMS), system signaling seven (SS7) message, and web page.
6. The method of claim 1 further comprising effecting delivery of content associated with the address to the mobile terminal.

7. The method of claim 1 further comprising accessing the content with the address and effecting delivery of the content to the mobile terminal.
8. The method of claim 1 further comprising receiving a trigger initiated by an action of the mobile terminal as a condition of determining the location of the mobile terminal.
9. The method of claim 1 further comprising receiving a trigger unrelated to an action of the mobile terminal as a condition of determining the location of the mobile terminal.
10. The method of claim 9 further comprising a service to generate the trigger.
11. The method of claim 1 further comprising providing a profile of a user of the mobile terminal, and selecting a service associated with the content for each of the plurality of addresses based on the profile.
12. The method of claim 1 further comprising providing a profile of a service provider, and selecting a service associated with the content for each of the plurality of addresses based on the profile.
13. The method of claim 1 wherein the determining step further comprises accessing a location service to obtain location indicia corresponding to the location of the mobile terminal and using the location indicia for identifying the address.

14. The method of claim 13 wherein the identifying step uses the location indicia to access an address service using the location indicia to identify the address based on the location of the mobile terminal.
15. A computer readable medium having software for selecting an address for content based on location, the computer readable medium comprising instructions to:
- a. determine a location of a mobile terminal; and
 - b. identify a plurality of addresses for content based on the location of the mobile terminal wherein each of the plurality of addresses correlates to a unique location.
16. The computer readable medium of claim 15 wherein unique content is associated with each of the plurality of addresses.
17. The computer readable medium of claim 15 wherein the same content is associated with each of the plurality of addresses.
18. The computer readable medium of claim 15 further comprising instructions to effect delivery of the address to the mobile terminal to allow the mobile terminal to request content using the address.
19. The computer readable medium of claim 18 wherein the address is delivered to the mobile terminal via one of the group consisting of email, short message service (SMS), system signaling seven (SS7) message, and web page.

20. The computer readable medium of claim 15 further comprising instructions to effect delivery of content associated with the address to the mobile terminal.
21. The computer readable medium of claim 15 further comprising instructions to access the content with the address and effect delivery of the content to the mobile terminal.
22. The computer readable medium of claim 15 further comprising instructions to receive a trigger initiated by an action of the mobile terminal as a condition of determining the location of the mobile terminal.
23. The computer readable medium of claim 15 further comprising instructions to receive a trigger unrelated to an action of the mobile terminal as a condition of determining the location of the mobile terminal.
24. The computer readable medium of claim 15 further comprising instructions to provide a profile of a user of the mobile terminal, and select a service associated with the content for each of the plurality of addresses based on the profile.
25. The computer readable medium of claim 15 further comprising instructions to provide a profile of a service provider, and select a service associated with the content for each of the plurality of addresses based on the profile.

26. The computer readable medium of claim 15 further comprising instructions to access a location service to obtain location indicia corresponding to the location of the mobile terminal and use the location indicia for identifying the address.
27. An apparatus for selecting an address for content based on location comprising:
- a. a network interface;
 - b. a control system associated with said interface and adapted to:
 - i. determine a location of a mobile terminal; and
 - ii. identify a plurality of addresses for content based on the location of the mobile terminal wherein each of the plurality of addresses correlates to a unique location.
28. The apparatus of claim 27 wherein unique content is associated with each of the plurality of addresses.
29. The apparatus of claim 27 wherein the same content is associated with each of the plurality of addresses.
30. The apparatus of claim 27 wherein the control system is further adapted to effect delivery of the address to the mobile terminal to allow the mobile terminal to request content using the address.
31. The apparatus of claim 30 wherein the address is delivered to the mobile terminal via one of the group consisting of email, short message service

(SMS), system signaling seven (SS7) message, and web page.

32. The apparatus of claim 30 wherein the control system is further adapted to effect delivery of content associated with the address to the mobile terminal.
33. The apparatus of claim 30 wherein the control system is further adapted to access the content with the address and effect delivery of the content to the mobile terminal.
34. The apparatus of claim 30 wherein the control system is further adapted to receive a trigger initiated by an action of the mobile terminal as a condition of determining the location of the mobile terminal.
35. The apparatus of claim 30 wherein the control system is further adapted to receive a trigger unrelated to an action of the mobile terminal as a condition of determining the location of the mobile terminal.
36. The apparatus of claim 30 wherein the control system is further adapted to provide a profile of a user of the mobile terminal, and select a service associated with the content for each of the plurality of addresses based on the profile.
37. The apparatus of claim 30 wherein the control system is further adapted to provide a profile of a service provider, and select a service associated with the content for each of the plurality of addresses based on the profile.

38. The apparatus of claim 30 wherein the control system is further adapted to access a location service to obtain location indicia corresponding to the location of the mobile terminal and use the location indicia for identifying the address.

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